

IN THE ABSTRACT OF THE DISCLOSURE:

Please replace the current Abstract with the following Abstract:

Method and device for broadcasting over a network in a simple manner effective advertising likely to be taken in by users. An advertising registration process and advertising broadcast process are conducted. In the advertising registration process an advertising server-4 accepts from an advertiser terminal-54 both the designation of an advertisement URL correlated with an advertisement and a plurality of advertising information. This advertising information includes an advertisement icon and a hyperlink to an URL for details providing detailed advertising information. In an advertising display process, an advertisement is sent from the advertising server-4 to a second user terminal 2a in accordance with browsing by a first user terminal, and the advertisement is displayed at the second user terminal-2a.